Jan. 23, 1940. J. VECCIA 2,187,870

DISPLAY STANDARD

Filed Oct. 23, 1939

Fig. 1.

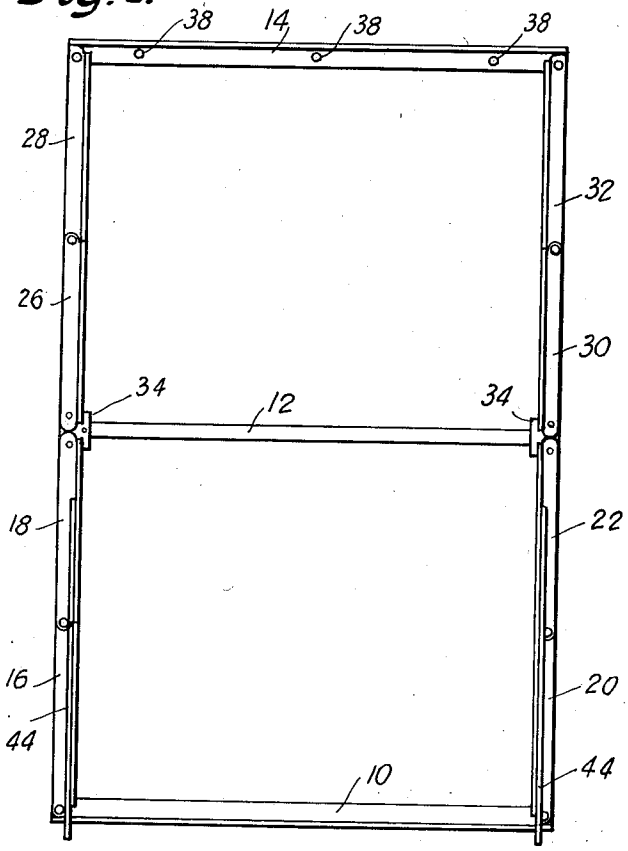


Fig. 2.

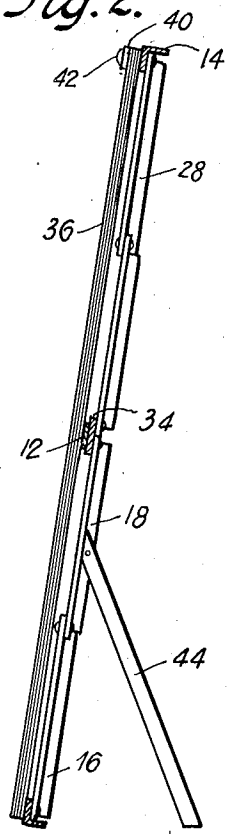


Fig. 3.

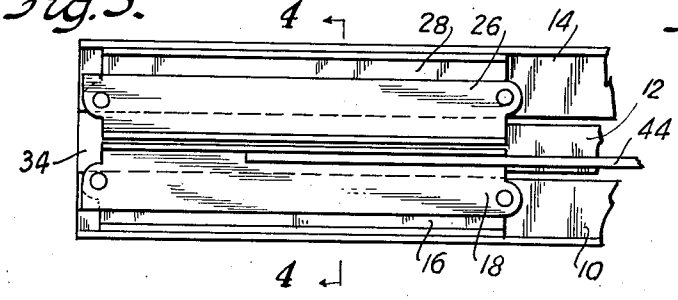


Fig. 4.

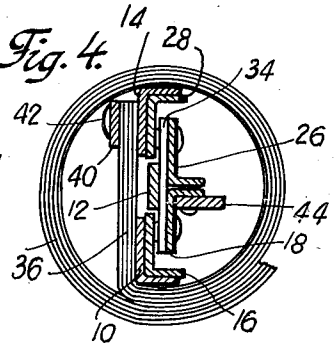
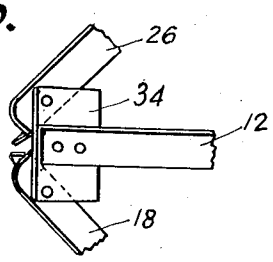


Fig. 5.



INVENTOR.
James Veccia
BY Brown & Jones
ATTORNEYS.

Patented Jan. 23, 1940 2,187,870

UNITED STATES PATENT OFFICE

2,187,870

DISPLAY STANDARD

James Veccia, St. Albans, N. Y., assignor to Kennerly Press, Inc., New York, N. Y., a corporation of New York

Application October 23, 1939, Serial No. 300,743

2 Claims. (Cl. 40—125)

This invention relates to display standards and more specifically to a display standard for a poster.

In general, it is an object of the invention to provide a device of the character described which will efficiently perform the purposes for which it is intended, which is simple and economical of construction, which can be expeditiously and conveniently manipulated, and which can be readily manufactured and assembled.

Another object of the invention is to provide a display stand and poster so arranged that the former may be collapsed and enclosed and/or cylindrically wrapped within the latter without either being disconnected from the other; to provide a display stand which may be folded, without disconnecting into a narrow compass for shipment; and to provide such a display stand which may be used for long or short posters.

Other objects of the invention will in part be obvious and will in part appear hereinafter.

The invention accordingly comprises an article of manufacture possessing the features, properties and the relation of elements which will be exemplified in the article hereinafter described.

For a fuller understanding of the nature and objects of the invention, reference should be had to the following detailed description, taken in connection with the accompanying drawing, in which:

Figure 1 is a rear view, in elevation, of a device embodying one form of the invention;

Fig. 2 is a side view, in elevation and partly in section, of the device shown in Fig. 1;

Fig. 3 is a fragmentary view of a portion, in collapsed condition, of the device shown in Fig. 1;

Fig. 4 is a cross-section of the device, in collapsed condition, shown in Fig. 2; and

Fig. 5 is a detail of the device shown in Figs. 1–4.

The present invention contemplates a display standard which is collapsible into a form quite suitable for mailing to agents, small exhibitors, retail stores, etc. Any display sheets which are to be shown thereon and which may be sent with it may be used as wrapping during shipment without even being disconnected from the frame or standard, the latter being rolled up within the sheets as a cylindrical container. Once it is unrolled, the top and bottom need but a single motion to separate them, whereupon the entire device with its display sheet is ready for exhibition. It is available, therefore, to be set up by the most unskilled labor.

In the drawing, **10**, **12** and **14** denote the lower, middle and upper horizontal members respectively. These are of any suitable material, preferably a rigid material such as metal. They may be angle irons. The ends of each member are connected to the ends of one other member by a pair of links. Thus, links **16** and **18** connect one end of the lower member to one end of the middle member and links **20** and **22** connect the other ends of these two members. Similarly, links **26**, **28**, **30** and **32** connect the middle member and the upper member. Each link is pivotally attached to one horizontal member and to the other link in its pair. The links are so shaped that the pivot connecting the links in any pair may be pressed horizontally toward the pivot connecting the other pair at the same level. If desired, there may be stops to prevent the links from swinging through more than ninety degrees. If desired, also, there may be intermediate elements **34**, one at each end of the middle member **12**, to which the links **18** and **26** and **22** and **30** are connected.

Means are provided for suspending one or more display sheets **36** from the upper member **14**. These may comprise openings **38** extending from front to back in that member; a covering strip **40** to be placed over the upper part of the sheets **36** and in alignment with member **14**; and attaching elements such as screws **42** which extend through the openings **38** and similar openings in the sheets **36** and the strip **40**. The sheets are allowed to hang under their own weight and fall against the side links and horizontal members. They may be of quite sheer material since they are under no tension.

If the display device is to be shown by itself, there may be a pair of props **44** connected to the device at any suitable point. They may be pivotally connected to the links. The props should be movable from a propping position (see Fig. 2) to a position in which they lie parallel to the links to which they are attached. They may be, however, attached to the intermediate or upper horizontal members in which case they should be movable to a position parallel to those members.

When it is desired to ship the display standard, the links are pivoted so that each link lies parallel with one of the horizontal members. If the display sheets are to be shipped with the standard, they may be wound spirally around the collapsed members and links to form a kind of cylindrical container. The standard and

sheets may be further inserted into a relatively long thin container, if it is desired.

It will be obvious that the recipient of a standard made in accordance with the foregoing need only pull the horizontal members 10 and 14 apart whereupon the links move to open position and are held there by friction or any convenient stops. The display sheets fall of their own weight and the device is ready for display.

Since certain changes may be made in the above article and different embodiments of the invention could be made without departing from the scope thereof, it is intended that all matter contained in the above description or shown in the accompanying drawing shall be interpreted as illustrative and not in a limiting sense.

Having described my invention, what I claim as new and desire to secure by Letters Patent is:

1. A display standard comprising three rigid spaced horizontal members, the two upper ones of said members being connected together at each end by a pair of rigid links, the two lower ones of said members being connected together at each end by a pair of rigid links, each of said links being pivotally attached to one of said members and to the other link of its pair, said links being movable to a collapsed position parallel with said members, a prop pivotally attached to said standard and movable to a collapsed position parallel with said members, and a display sheet attached to the upper one of said members and free to be rolled as a cover about the standard when in collapsed position.

2. A display standard comprising three rigid spaced horizontal members, the two upper ones of said members being connected together at each end by a pair of rigid links, the two lower ones of said members being connected together at each end by a pair of rigid links, each of said links being pivotally attached to one of said members and to the other link of its pair, said links being movable to a collapsed position parallel with said members, a prop pivotally attached to said standard and movable to a collapsed position parallel with said members, a display sheet attached to the upper one of said members and free to be rolled as a cover about the standard when in collapsed position, and a covering element positioned over the top of said display sheet.

JAMES VECCIA.